

COVERAGE ?

Yes . . . but who's listening ?



In WHB's 96-county* world
IT'S A WHB PULSE!

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight (Pulse, Kansa. City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

For WHB's unique combination of coverage and audience . . . talk to a Blair man . . . or WHB General Manager *George W. Armstrong*.

*situated in Missouri, Kansas and Iowa

WHB

Kansas City

10,000 watts

710 kc.

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